

PATENT SPECIFICATION

1,153,441

DRAWINGS ATTACHED.

Inventor:—CYRIL GODFRAY BACON.

1,153,441



Date of filing Complete Specification: 7 Sept., 1966.

Application Date: 7 Sept., 1965. No. 38218/65.

Complete Specification Published: 29 May, 1969.

© Crown Copyright 1969.

Index at Acceptance:—A4 T13L.

Int. Cl.:—A 47 f 7/00.

COMPLETE SPECIFICATION.

Means for Displaying a Selection from An Array of Items.

We, DETEL PAINTS LIMITED, formerly known as Detel Products Limited, a British Company of Stonefield Way, Victoria Road, South Ruislip, Middlesex, do hereby declare
5 the invention, for which we pray that a patent may be granted to us, and the method by which it is to be performed, to be particularly described in and by the following statement:—
10 This invention relates to means for displaying a selection from an array of items, such as paint samples.
It is customary to provide prospective buyers of, for example, paints, or textile materials with cards bearing samples, to assist in choosing a particular colour or pattern. Frequently a given material or paint formulation is only available in certain of the colours or patterns which constitute the manufacturers full range. It has thus been necessary, hitherto for a paint manufacturer to supply separate sample cards corresponding to each paint formulation in order to show the colours in which that type of paint
20 is available. This involves costly and wasteful duplication of colour samples. A further disadvantage is illustrated by the problem of a person wishing to choose say, a tile laquer, a matt wall paint, and a gloss paint for his woodwork, all of the same colour. He must search through three different sample cards, which he must compare, to determine which colours are available with all three formulations.
25
30
35
40

We have now devised a simple and compact display which enables a prospective buyer to see at a glance what colours are available for any given formulation, or what colours are common to any selected number of formulations without wasteful duplication of samples.

[Price 4s. 6d.]

Our invention provides display means comprising a display member, having an array of items disposed upon a display surface hereof, and a plurality of masks, each provided with a plurality of apertures and adapted to be superimposed separately upon the said display surface to enable a selection of the said items to be viewed through the said apertures, the non-selected items being concealed by the mask.

The display member conveniently consists of a card upon which are arranged (for example) colour samples representing the manufacturers entire range. The masks may consist of cards, each corresponding to a particular formulation and having apertures therein, each aperture being of a size and shape such that when the mask is correctly positioned only those samples available with the corresponding formulation are visible. Preferably there is provided a means for locating the desired mask or masks correctly in relation to the display member.

Thus for example the display member may be provided with flanges, raised edges or slots to help position the masks.

Conveniently the display surface may be one side of an envelope or packet containing the masks.

A prospective buyer selects a mask corresponding to the type of paint he requires, and superimposes it upon the display member. He is then able to choose from among the colours available with that type of paint. If he desires to match two or more different types of paint, he selects the corresponding masks and superimposes both, or all of them simultaneously. Only those colours available for each type of paint will then be visible.

An embodiment of the invention will now be described with reference to the accom-

45

50

55

60

65

70

75

80

panying drawings of which fig. 1 is a perspective view of the display member with the protective flap open; and fig. 2 is a plan view of a mask.

- 5 Th display comprises a rectangular display card 1 and masks 2. One face of the display card 1 constitutes a display surface 3, upon which is disposed an array of colour samples 4. A protective flap 5 is hinged along one edge of the card 1. Two triangular pockets 6 and 7 constitute those corners of the display surface remote from the protective flap 5. Each mask comprises a rectangular card 2 having a plurality of holes 8.

10 When not in use the masks may be stowed, each with two corners inserted in the pockets 6 and 7, and the flap 5 is folded over with its corners inserted in the pockets 6 and 7 to form an envelope. To use, one opens the flap, selects the appropriate mask and inserts it with two marked corners in the pockets 6, 7.

WHAT WE CLAIM IS:—

- 25 1. A display member having an array of items disposed upon a display surface thereof, and a plurality of masks, each provided with a plurality of apertures and adapted to be superimposed separately upon the said display surface to enable a selection of the said items to be viewed through the

said apertures, the non-selected items being concealed by the mask.

2. Display means according to claim 1 wherein the display member comprises a card having colour samples disposed upon a face thereof. 35

3. Display means according to either of claims 1 or 2 which is additionally provided with means for positioning a mask correctly with respect to the display member. 40

4. Display means according to any foregoing claim wherein the display member comprises a container for the masks.

5. Display means according to any foregoing claim wherein the display member is provided with a cover adapted to protect the display surface. 45

6. Display means according to claim 1 which comprises a card having an array of colour samples upon a face thereof and provided with a flap adapted to protect the said face, and a plurality of masks, the said display member being provided with retaining means adapted to hold the flap in position over the face to form an envelope capable of containing the said masks. 50

7. Display means substantially as described herein with reference to the drawing.

Agent for the Applicants,

G. A. BLOXAM,

1, Knightsbridge Green,
London, S.W.1. 60

Printed for Her Majesty's Stationery Office by Burgess & Son (Abingdon), Ltd.—1969.
Published at The Patent Office, 25 Southampton Buildings, London, W.C.2,
from which copies may be obtained.

1153441

COMPLETE SPECIFICATION

1 SHEET

*This drawing is a reproduction of
the Original on a reduced scale*

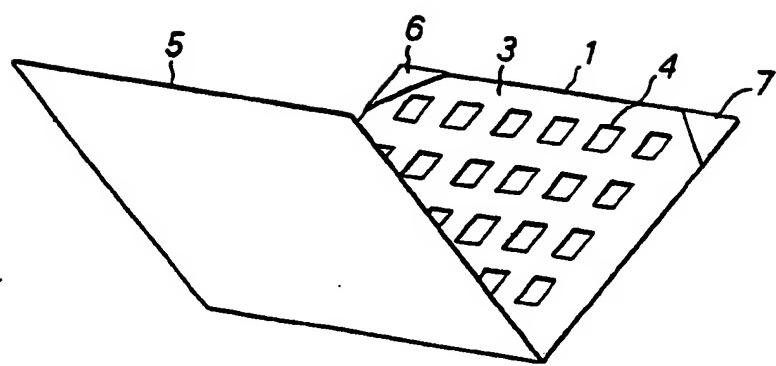


FIG. 1

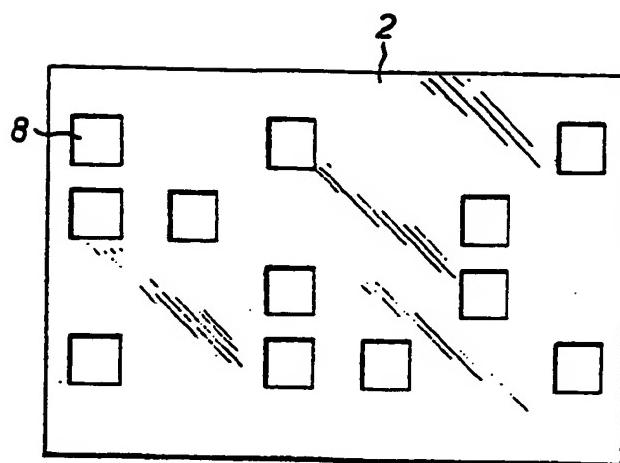


FIG. 2